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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/917,755	07/31/2001	Toshihiro Kodaka	1095.1190	2798
21171	7590	12/08/2006	EXAMINER	
STAAS & HALSEY LLP SUITE 700 1201 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005			LASTRA, DANIEL	
			ART UNIT	PAPER NUMBER
			3622	

DATE MAILED: 12/08/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

**Advisory Action  
Before the Filing of an Appeal Brief**

<b>Application No.</b>	<b>Applicant(s)</b>
09/917,755	KODAKA ET AL.
<b>Examiner</b>	<b>Art Unit</b>
DANIEL LASTRA	3622

**--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

THE REPLY FILED 31 October 2006 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1.  The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:

a)  The period for reply expires 6 months from the mailing date of the final rejection.

b)  The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**NOTICE OF APPEAL**

2.  The Notice of Appeal was filed on \_\_\_\_\_. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

**AMENDMENTS**

3.  The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because

(a)  They raise new issues that would require further consideration and/or search (see NOTE below);

(b)  They raise the issue of new matter (see NOTE below);

(c)  They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or

(d)  They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: \_\_\_\_\_. (See 37 CFR 1.116 and 41.33(a)).

4.  The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

5.  Applicant's reply has overcome the following rejection(s): \_\_\_\_\_.

6.  Newly proposed or amended claim(s) \_\_\_\_\_ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

7.  For purposes of appeal, the proposed amendment(s): a)  will not be entered, or b)  will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: \_\_\_\_\_.

Claim(s) objected to: \_\_\_\_\_.

Claim(s) rejected: \_\_\_\_\_.

Claim(s) withdrawn from consideration: \_\_\_\_\_.

**AFFIDAVIT OR OTHER EVIDENCE**

8.  The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

9.  The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

10.  The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

**REQUEST FOR RECONSIDERATION/OTHER**

11.  The request for reconsideration has been considered but does NOT place the application in condition for allowance because:

\_\_\_\_\_

12.  Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s). 06/02/2006

13.  Other: \_\_\_\_\_.

The Applicant argues that in contrast to Goldhaber, his claimed invention stores the coupon information pertaining to an advertisement in response to transmitting advertisement to a request terminal. The Examiner answers that Goldhaber teaches an agent that automatically displays ads to users, where said ads may display coupons in addition to Cybercoins and where said ads are targeted based upon users' profiles (see col 15, lines 1-5; col 18, lines 1-35). Therefore, contrary to Applicant's argument, Goldhaber stores coupon information pertaining to an advertisement in response to transmitting advertisement to users based upon said users' profiles. The Applicant argues that Goldhaber does not teach the limitation "transmitting advertisement information to a terminal as an immediate consequence of said transmitting, storing said coupon information". The Examiner answers that the Applicant needs to point out to the Examiner where in the Applicant's specification the limitation "as an immediate consequence of said transmitting" is defined or explained. Goldhaber teaches a system that automatically retrieves ads linked to coupons (see col 19, lines 5-10) where said ads with coupons are targeted according to users' profiles (see col 18, lines 1-35). Therefore, contrary to Applicant's argument, Goldhaber teaches Applicant's claimed invention. The Applicant argues that Goldhaber does not teach the limitation "a condition in which said benefit is applicable, and the benefit defined by said coupon information is applied to the sales contract only when said condition is satisfied upon the purchase of the given commodity". The Examiner answers that Goldhaber teaches a system that allows a user to select a coupon and from said selection permits said user to place an order for an specific goods or services related to said selected coupon (see col 18, lines 50-60). Therefore, contrary to Applicant's argument, Goldhaber teaches Applicant's claimed invention.



RAQUEL ALVAREZ  
PRIMARY EXAMINER